



New
England
Deaconess
Hospital

pulse

185 Pilgrim Road, Boston, Massachusetts

VOLUME 32 — NUMBER 5

MARCH, 1979

New "Lady of the Lamp" Logo Helps Launch Total Identity Program

"The Lady of the Lamp," a stained-glass window symbolizing Florence Nightingale, has represented the spirit of the Deaconess Association and Hospital since the window first appeared in 1927. Located on the second-floor landing of the Palmer Building, the window overlooks the Riverway, it's lamp appearing to shine over night travelers on the road below.

For many years the window has played a major role in establishing recognition for the NEDH. As a result, it is the focal point for a total identity program being initiated by the hospital beginning with a revision of the "Lady of the Lamp" logo which is to appear on all publications, stationery, and other materials emanating from the hospital.

The hospital's logotype has taken several forms over the years starting with a detailed line drawing of the

hospital. This multiple use of logos has resulted in a diffused image of the hospital.

In order to eliminate confusion and strengthen our public image, the total identity program was decided upon and, with the cooperation of all our employees, the hospital will attempt to coordinate within the next few months everything involving the hospital's image from Pulse and stationery to signs and newspaper advertisements. In order to bring about the transition cost-effectively, it will be necessary to phase in the program slowly. As materials are reordered, the new image will be imprinted until everything feasible has been converted to the new look.

The completed program will project a unified image of the hospital with a logo representative of the warmth and compassion symbolic of the historic principles of the founding Deaconesses upon which the hospital's reputation is based.

However, despite its prominence, the "Lady of the Lamp" remains shrouded in mystery. Beyond the knowledge that the window symbolizes Florence Nightingale and its picture first appeared, without explanation, in a photo essay on the new Palmer Building in the 1927 Annual Report, nothing is known about the origin of the window.

The window is labeled as a "memorial window" in the Palmer Building's blueprints. Newspaper accounts of the building's dedication ceremony make no mention of the window, even though two reporters gave otherwise detailed descriptions of the entire building, down to the "Italian-style bricks" in the solarium. Correspondence and annual reports from the time period reveal nothing. Many long-time or former employees contacted concerning the window remember only that it was designed to symbolize Florence Nightingale.

Three Boston companies which produced stained-glass windows in the 1920s are still active today but have no record of the Deaconess window on file. A stained-glass expert, Mr. Wilbur H. Burnham of the W. H. Burnham Studio in Wakefield, whose father owned the business in 1927, examined the window in an attempt to identify the artist who designed it. Mr. Burnham said the window was composed of Tiffany, opalescent (milky) and antique

continued on page 2



A ROYAL SENDOFF — Farr 7 Staff (L.-R.) Mary Glover, Debbie Lawler, Linda Heiser, Lisa Rossi, Elizabeth Macioli and MaryEllen DiBlasi say a special goodbye to "Superdan" Gauthier.

New Life for Super Dan

Perhaps if you recently visited Farr 7, you saw 10-year-old Danny Gauthier of Lincoln, Rhode Island dart by in his junior-size wheelchair doing "wheelies" and "doughnuts" down the corridor. His youthful exuberance flooded the floor lifting the spirits of many older patients while winning many a heart on the nursing staff.

To watch this powerpack of energy in action, you'd never suspect that life for him was so very different before coming to the Deaconess at the end of January for a kidney transplant.

Danny's problem began when he was born with only one kidney. Had this one organ remained healthy, Danny would have been fine. But at age four, a degenerative nephrotic disease began robbing his kidney of its power.

As his condition gradually worsened, Danny suffered loss of appetite, high blood pressure, nausea and lack of

strength. Just playing ball with his friends proved too much.

Finally at age 9, Danny's kidney failed completely. This forced him into a three day-per-week regimen of trips to the Renal Dialysis Treatment Unit of Rhode Island Hospital.

While other fifth grade classmates skateboarded together after school, Danny endured four-hour stints on a machine that cleansed his blood. Too much of Danny's time was spent with physicians, nurses and technicians. A young boy was clearly missing out on the child-fun things of life.

Realizing this, Danny's father, Richard, a 43-year-old trailer-truck driver for Coca-Cola, offered to donate one of his kidneys.

In a seven hour long procedure, a team of Deaconess surgeons headed by *continued on page 4*

NEDH Joins Centrex System

On Saturday, April 7 at 8 a.m. the 1200 lines connecting our present telecommunication system will be cut and, in a matter of seconds, Centrex (central exchange) will become a reality.

Centrex is a shared telephone system which includes eight other medical area institutions and is managed by the Medical Area Service Corporation (MASCO).

The transfer will directly affect all employees, patients and physicians as well as the general public. The main telephone number of the hospital will change to 732-7000, with all hospital extensions listed in the 8000 and 9000 groups.

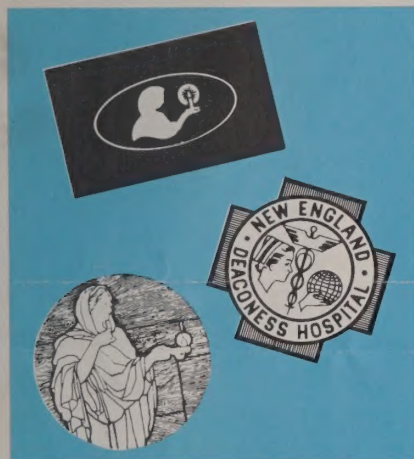
The system will enable people outside the hospital to dial directly to a department without the time-consuming step of going through a switchboard. Calls to the hospital's main

number will be answered at the MASCO Telecommunications Center by operators who will give out information and phone numbers for direct-dialing.

Electronic switching equipment, replacing the present mechanical system in the Baker basement, will be located in the Brookline central office of the New England Telephone Company. The equipment will be supervised 24-hours a day, making breakdowns less frequent and easier to repair.

Gladys Healy and Tom Reihle of the Telecommunications Department, representatives from New England Telephone and MASCO and six technicians have worked since August on the conversion to Centrex. For several weeks in March, New England Telephone employees will be placing

continued on page 4



Three logos currently in use: Deaconess silhouette (top), international symbol (right), and detailed line drawing.

"Lady" which appeared on the covers of many of the annual reports since 1927. In the 1940s, the emblem was used on numerous Deaconess publications and on its stationery. About 15 years ago a modernized version was developed — a royal blue and white silhouette. However, when reduced to different sizes for printing purposes, this image does not always clearly portray itself as a woman holding a candle.

In recent years both versions of the symbol of the "Lady of the Lamp" have been used on Deaconess materials, plus a third unrelated symbol developed during the 1960's depicting the international flavor of the

James F. Morgan Elected Treasurer at Annual Meeting

James F. Morgan was elected treasurer of the New England Deaconess Hospital Board of Trustees at the annual meeting of the corporation held at the Museum of Science in January.



James F. Morgan

Mr. Morgan is vice-president of American Research and Development, a highly successful Boston-based business development firm.

He succeeds F. Thayer Sanderson, executive vice president and senior trust officer of the National Shawmut Bank of Boston, in the post. Mr. Sanderson served as treasurer from November of 1973 and will continue to serve as a trustee of the hospital.

A group of 135 corporators, trustees, their spouses and other guests received reports by Mr. Sanderson; Frank C. Wheelock, Jr., M.D., president of the medical staff; and Mrs. Leo P. Krall, president of the Friends of the Deaconess.

Hospital president, Laurens MacLure, and director, Richard E. Lee gave reports on hospital plans and on improvements accomplished during the year.

A common theme of the meeting was the continuing concern over increased government regulation of the hospital. Thanks in part to recent successes of the hospital industry's Voluntary Effort cost containment program, more stringent government controls have thus far been averted.

Elected to Honorary Trustee Membership was Lester C. Peabody, president, Peabody Furniture Company, an active member of the New England Deaconess Corporation since 1947.

James F. Farr, chairman, Colby Hewitt, Jr. and Marvin G. Schorr, vice chairmen, and George M. Hughes,

clerk, were all re-elected to their respective offices.

Re-elected to the board were William D. Weeks, attorney, Boyd, MacCrellich and Weeks; William B. Tyler, attorney, Rackemann, Sawyer and Brewster; and John I. Carlson, president, Carlson Construction Company.

Elected to the board for five-year terms were John F. Keane, president, Keane Associates; James F. Morgan, vice president, American Research and Development; and Robert J. Spiller, president, Boston Five-Cent Savings Bank.

The following were elected to the Corporation Membership: Edward M. Condit, Jr., attorney, Herrick Smith; James Howell, Jr. senior vice president, Cambridge Rubber Company; Eli Manchester, Jr., president, Boston Insulated Wire; Kevin C. Phelan, vice president, Merdith & Grew; William F. Tobin, director of marketing and development, Massport; Mrs. George A. Schlichte, assistant to state secretary of administration and finance; and Charles W. Schmidt, president, S. D. Warren.

Deaconess News in Brief

Dietary Doings

Suzanne Fountaine, a food service supervisor in the Dietary Department, has recently completed a continuing education correspondence course at the University of Florida. By completing the course, she is now a member of the HIEFSS Association — the Hospital, Institution and Educational Food Service Society. The organization, comprised of foods service supervisors, is accredited by the American Dietary Association.

Director of Dietetics **Joyce Tower** recently lectured on the "Components of Clinical Dietetic Practice" at a nutrition seminar sponsored by the northeast Massachusetts division of the American Heart Association.

Another Dietary employee is to be congratulated. Patient Food Service Supervisor **Elaine Mahon** became a U.S. citizen in January. She has lived in the United States for nine years.

Blood Donors Needed

The total number of community and replacement donations of blood at NEDH in 1978 was 2,199 pints, which

stained-glass windows. Janice Hynes of the Boston Public Library searched the library's files in the Fine Arts section, but found only our original architect's plans. Drs. Warren, Graves and Brownlee offered helpful suggestions for research as did early Deaconess graduates Nanny Peterson, Class of 1915, and Muriel Lund, Class of 1934. Many others contributed ideas, Charles Spalding of the Maintenance Department, and Kay Haley, a former Deaconess employee, both remembered that they had read somewhere during the 1950s about the window's origin. Mrs. Haley recalled reading



Peter Campisano, associate director of the hospital, and Professor Russell Olive, of the Arthur D. Little Management Education Institute, entertain questions from a visiting group of foreign students.

Foreign Students Visit NEDH

It recently looked as though the Deaconess had somehow been magically whisked to New York and relocated on the grounds of the United Nations. The reason for this transformation was the arrival of 55 foreign students from the Arthur D. Little Management Education Institute for a tour of the hospital. The group represented 21 nations from Africa, Asia, South America, the Middle East, Europe and North America.

As part of their education leading to a master's degree in industrial or agricultural management, students tour businesses and institutions in the Boston area to learn the day-to-day operation.

Peter Campisano, associate director of NEDH, presented a slide talk highlighting hospital management practices.

Cost Containment Pays Big Dividend\$

Cost containment, an area of ever-growing importance in an era of medical cost consciousness, is alive and continuing to do well at the Deaconess. Solid proof of the effectiveness of cost saving measures arrived with the latest Boston Edison bill. Thanks to energy conservation activities aimed at reducing electrical consumption in lighting, air conditioning, and ventilation, the hospital saved approximately \$31,000 on the budgeted 1978 total.

According to a recent report presented to the Cost Containment Committee by Dino Fantegrossi, administrative assistant in the Engineering and Maintenance Department, the hospital successfully cut its total electrical use in 1978 despite adding much new sophisticated medical equipment. Electrical usage fell 600,000 kilowatts under budget.

Mr. Fantegrossi attributes the overall reduction to a trio of factors. The Delta 1000, a Honeywell mini-computer, installed in the Farr building, has achieved considerable savings by automatically monitoring temperature levels and, wherever possible, shutting off unnecessary motors used for air conditioning, heating and ventilation. Another big saver, he said, are an array of time clocks in Deaconess buildings which automatically control electrical equipment. Last, but by no means least, is the interaction of our team of energy monitors, who continue to find ways of eliminating unnecessary electrical use within their departments, and maintenance workers who shut off unneeded lights.

Mr. Fantegrossi expects that energy cost savings will accelerate in the future as prices spiral and as more conservation measures are added.

Lady of The Lamp

continued from page 1

hand-blown glass and was probably made between 1900 and 1914.

Although Mr. Burnham said that Tiffany definitely did not make the window, he suggested we call a company in New Jersey which made hand-blown glass in that era. Barbara Hopp from the Lamb Company searched their records, dated from 1890 to 1930, but found nothing. Tiffany was contacted also, but had no records on

that "a man" had donated the window in memory of his daughter, but the names elude her.

The Lady of the Lamp symbolizes the spirit of love and caring which has been one of the major strengths of this hospital for all of its 83 years. We are proud to have her symbol as our logo but we would like to have more information pertaining to the window's origin. If anyone has further information or written materials about the window's origin please call the public relations department at hospital extension 2019.

Hospital Honors 46 Employees

At a coffee hour held in Harris Hall on February 1, Laurens MacLure, president, and Richard E. Lee, director, presented service award pins to 24 NEDH employees.

Referring back a year to the Blizzard of '78, Mr. MacLure said, "it's people like you who made it possible for the Deaconess to keep on functioning through the storm without missing a beat. Truly, you are one of the great strengths of the hospital."

A list of award recipients not present to receive their pins follows:

Five Years Service:

Warren Beck
Marcia E. Benser
Jean Jenkins
Diane Klinec
Leslie Kunz
Gail McArdle
Oscar Salas
Jane K. Stewart
Jacqueline Veazy
Margaret K. Wood

Ten Years Service:

Mavis A. Braithwaite
Sourette A. Desir
Eileen M. MacDonald
Anne M. Pariselli
Paul F. Sears
Margareth K. Sepples
Velma Sheffield
John F. Velleli
Isabell A. Wideman

Fifteen Years Service:

James M. Barrows
Alice A. Caputo
Virginia A. Provost



Five-Year Award Recipients: (First Row L.-R.) June Ann Richardson, Surgical Services; Evelyn McInterney, Nursing Services; Catherine Lynch, Building Services; Larry Thomas, Surgical Services; Mary Messina, Dietary; Shirley Overstreet, Nursing; Sadie Hayden, Medical Records; Susan Landsman, Laboratories; Thomas Healy, Medical Records; Ausberto Rodriquez, Dietary; Anthony Grafeo, Maintenance; Richard Hatch, Maintenance.



Ten-Year Award Recipients: (First Row, L.-R.) Susan Keith, Laboratories; Rosylin Anderson, Nursing Service; Gilman Lane, Surgical Services; Anne Sidell, Administrative Services; Robert Kitchin, Building Services.



Margaret Burns, Director of Surgical Services, presents twenty-year pin to George Carrington, Surgical Services.



Johanna Dwyer, Nursing Services and Raymond Dix, Administration; congratulate each other on reaching twenty-five years at NEDH.



Fifteen-Year Award Recipients: (L.-R.) Baiba Ozols, Laboratories; Gloria Polan, Laboratories; Caroline DeBernardo, Laboratories.



Dave Person, assistant general manager of food service, presents a five-year pin to Ethel Papagiorgaki of the Dietary Department.

Two Long-Time Deaconess Employees Die in January

Mrs. Evelyn Schandelmayer and Mr. Russell Cowing, both employees at the Deaconess for over 30 years, died in January.

Eulogy For Bob Hart

Bob Hart, print shop supervisor, died on February 23. He had worked for the Deaconess for 22 years. At a memorial service in Dooley Chapel on March 7, Richard E. Lee, NEDH director, delivered the following tribute:

"Bob spent one-half of his life at the Deaconess where he was a part of the fabric of so many people woven together to try to help patients. It seems to me that Bob had an outstanding ability to understand that his always friendly word, always pleasant smile, and always helping hand did something for us.

Bob made his job fun. He liked to take parts out of two old machines to get one running long after others would have given up. When an emergency came and we asked Bob to work late or work Saturday, he could make us feel we did him an honor by asking.

I remember visiting Bob when he was very sick and as I left it struck me that he had managed to make me feel better.

Bob Hart offers us some valuable gifts — the pleasant memory of a fine man, a richer life for having known him and a chance to try to be a little like he was.

I think I speak for all when I say we will miss him."

Bob leaves his wife Christine, whom he met at the Deaconess, and three children, David, Rick and Gail.

Mrs. Schandelmayer started in the Deaconess Housekeeping Department in 1938, eventually becoming head of the department in 1945. She left three years later to marry and live in New Hampshire, but suddenly widowed, she returned to the hospital in 1951 as executive secretary to Mr. Donald Sabine, former Engineering and Maintenance Manager. She retired in December 1972.

Mr. Cowing came to the Deaconess in 1930 as a radiological physicist and became head of the Biophysics Department of the Cancer Research Institute in 1951. He was a consultant in radiological physics and safety for many New England Hospitals, including Boston City, Springfield and Beth Israel.

Mr. Cowing also was a pioneer in the use of photographic film packs for radiation protection in the 1940s. He was the executive secretary of the Health Physics Society national organization for ten years, and was the chairman of the Massachusetts Advisory Council on Radiation for two years. Mr. Cowing "retired" several years ago but he continued to do consulting work for Dr. Shields Warren.

Memorial Service in Chapel For Dr. William P. Beetham, Sr.

A memorial service for Dr. William P. Beetham, Sr., an ophthalmologist at the Deaconess from 1936-74, was held in the Arthur T. Dooley Chapel on February 2. He died on January 23.

For the past 45 years, Dr. Beetham, Sr. researched diabetic eye diseases, especially diabetic retinopathy, which is a leading cause of blindness. He was also prominent in laser treatment for this disease at the Joslin Clinic and NEDH. The William P. Beetham Eye Unit at

New Life

continued from page 1

transplant specialist, Dr. Anthony J. Monaco, successfully grafted the father's kidney. The team encountered added difficulty in accomplishing this because the father's kidney was too large for Danny's body. To overcome this, Dr. Monaco left Danny's abdominal wall open and formed a special sac from existing tissue and fat to enclose the kidney.

Almost immediately following surgery, Danny said he began to feel "frisky".

"I have much more power now. It feels like there's something new inside of me working and I know it's my dad's kidney."

Dr. Monaco termed the operation a success and said Danny's chances are

Deaconess Night at Boston Pops

Ticket information for the Boston Pops concert on Tuesday, May 29, sponsored by the Friends of the Deaconess, can be ordered by contacting Mrs. Leo Krall, 235-5460, or Mrs. Robert F. Tilley in the volunteer office at NEDH. Profits from ticket sales benefit the Friends Scholarship fund of the NEDH School of Nursing. Ticket reservations should be made by May 1 since cut-off dates are final. There are 200 balcony seats available this year in addition to floor seats.

good for keeping the kidney. A daily dosage of immuno-suppression drugs prednisone, immuran, and anti-thymocyte will help him ensure continued acceptance.

After some T.L.C. from Farr 7 and 8 staff, Danny and his father recently went home. Mr. Gauthier expects to be back at work by mid-March. Danny will continue regular check-ups at Rhode Island Hospital and at Deaconess. Even with this, he'll have more time for himself. Spring and baseball games are just around the corner for him.

Centrex Telephone

continued from page 1

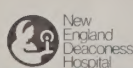
labels with the new Centrex number on each hospital telephone in preparation for the switchover.

Thirty-four training sessions, including a slide-show, to instruct employees about the system will be held during the week of April 1 to 6. Handouts and reference cards explaining Centrex will also be distributed.

Mr. Reihle stresses the importance for each employee to attend the training sessions in order to understand fully how Centrex works. Representatives from New England Telephone will be present to answer questions on how to call other Centrex numbers, make long-distance calls, use tie-lines and other functions.

"Another change is that each department will be responsible for its telephone charges," said Mrs. Healy. "Department managers will receive a monthly bill from MASCO listing all long-distance calls, including the date, time, location, total minutes and amount of each call. We are on a measured service. Since we pay by the minute, it's important to keep all business calls short and to the point."

According to Mr. Reihle, some of the Deaconess operators will transfer to MASCO where "their expertise is needed, especially during the period in which MASCO is becoming familiar with the Deaconess operation." The other operators are remaining with the hospital's page systems, physician's answering service and the emergency alarm systems.



pulse

The New England Deaconess Hospital is a 489-bed and 14-building complex. Physicians from the Joslin Clinic, the Lahey Clinic, Overholt Thoracic Clinic and the general medical and surgical staffs serve the needs of their patients at the hospital. The Deaconess is internationally known for diagnosis, treatment and research in brain and chest surgery, cancer, diabetes and general medicine, and is affiliated with Harvard Medical School.

PULSE is published monthly by the public relations department of the New England Deaconess Hospital.

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